Etere
a consistent system

Music Television

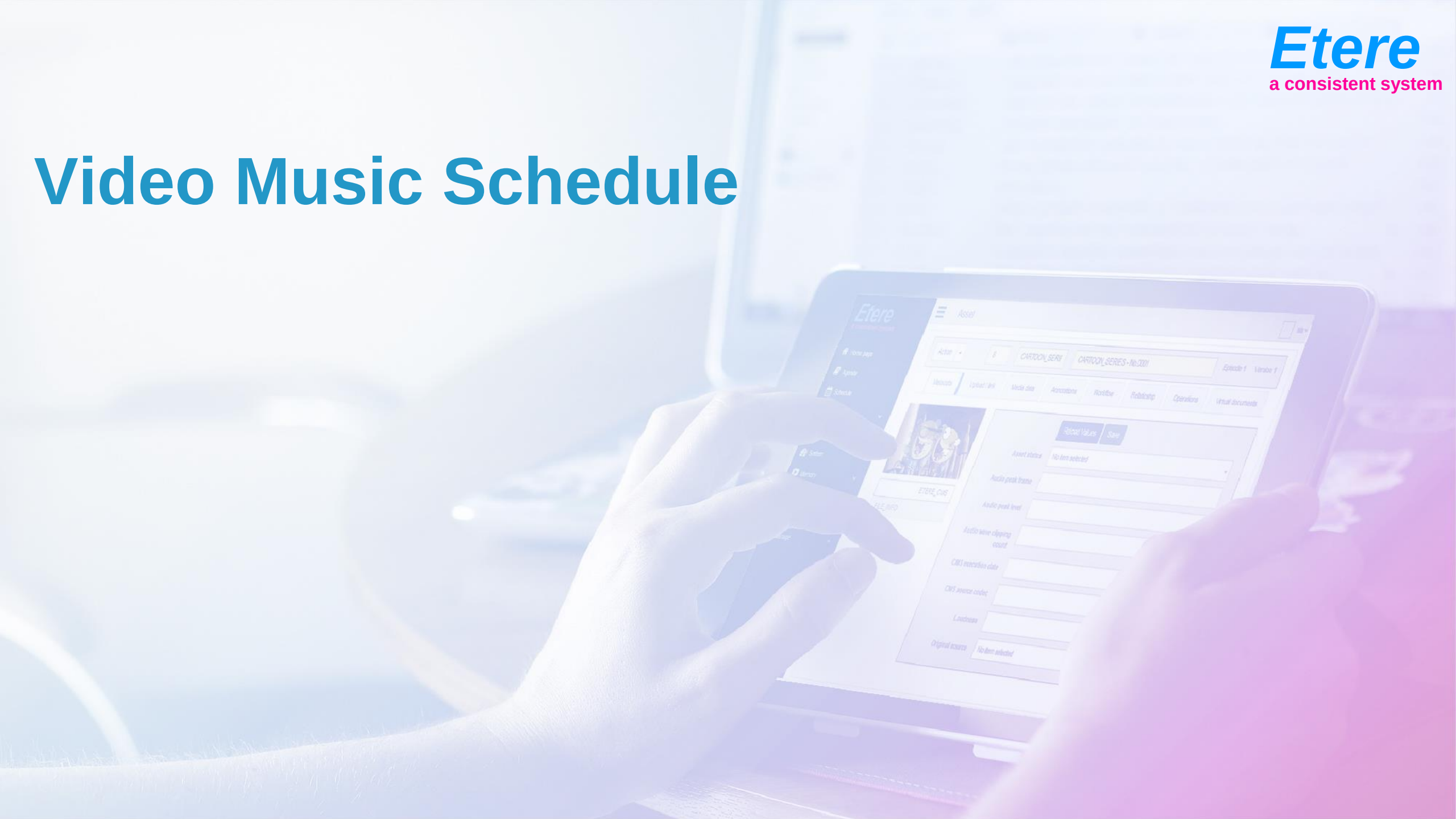
Special Features

Etere for Music TV

- Integrated Music scheduling
- Music Video Cross fade
- Titling control
- SMS broadcast

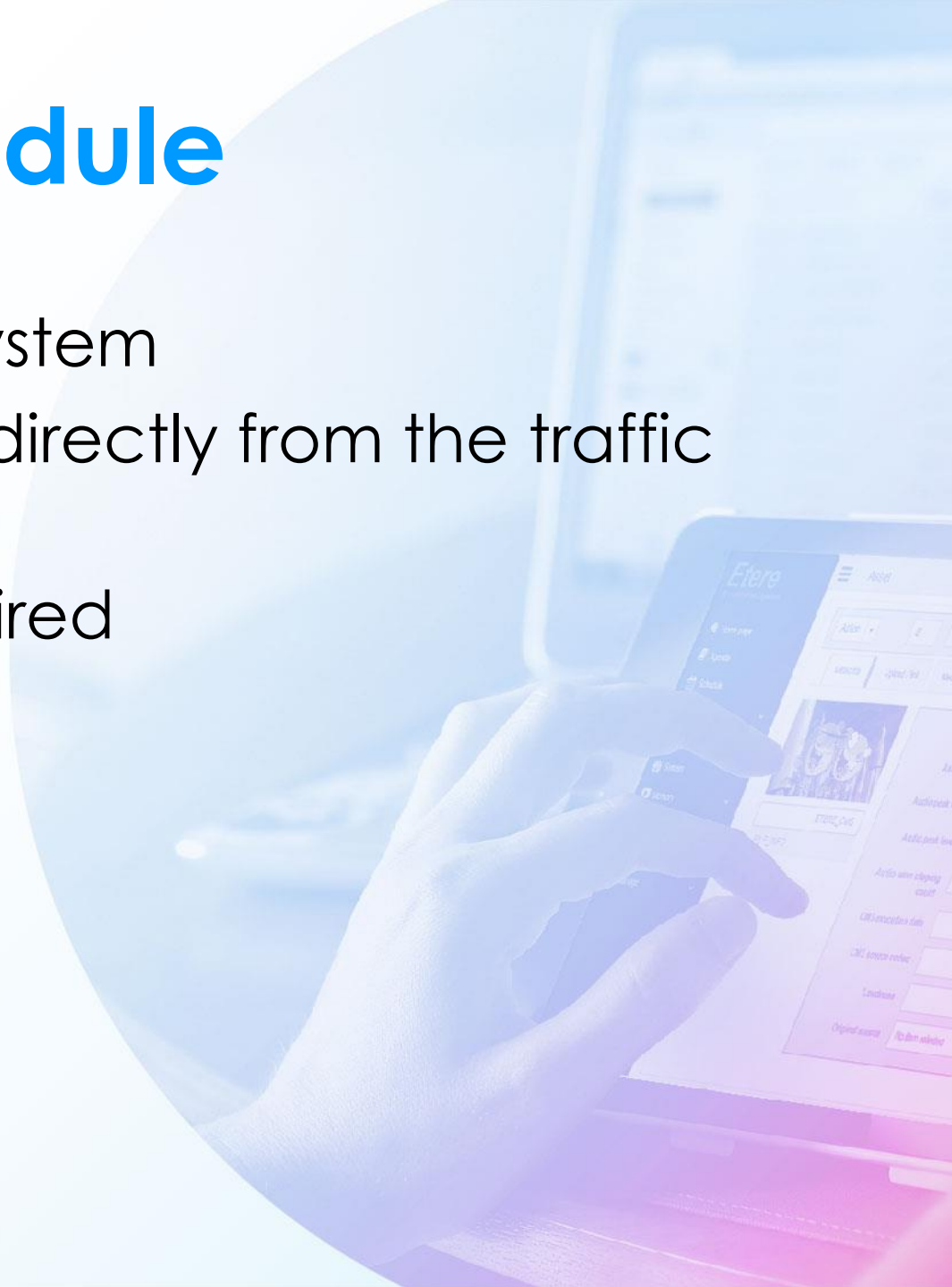
Etere
a consistent system

Video Music Schedule

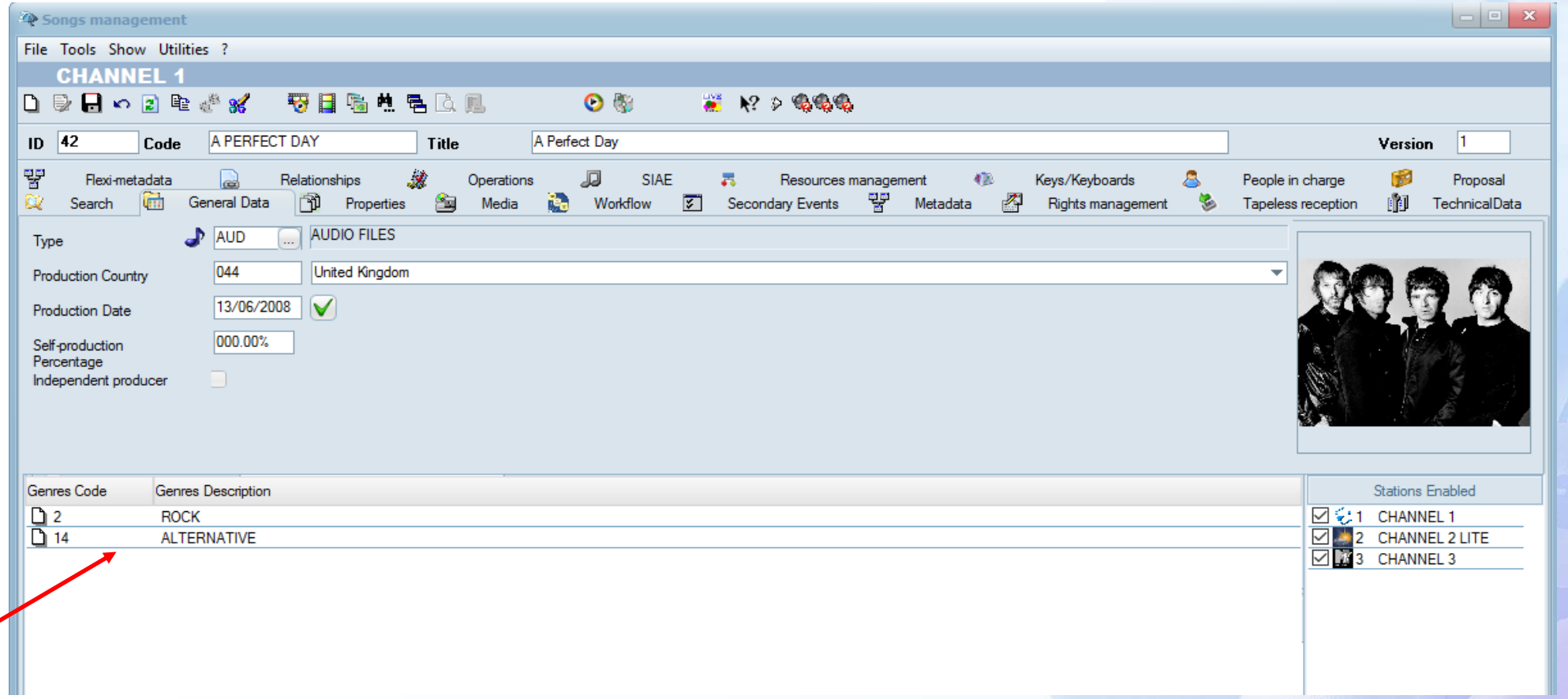


Music Schedule

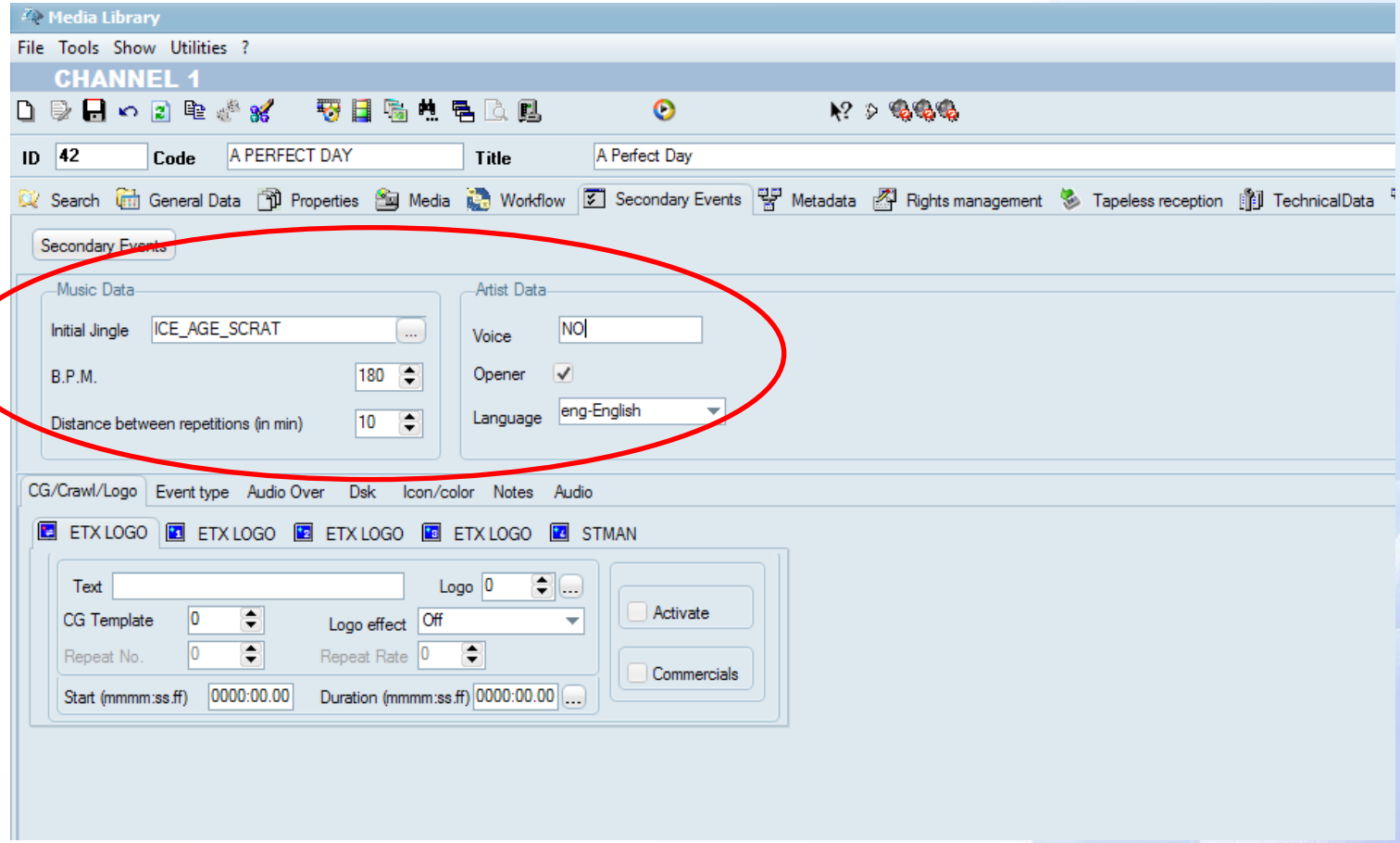
- Etere has its own music schedule system
- The schedule system can be used directly from the traffic system
- Import/export actions are not required
- Any change applies in real-time
- The scheduling is frame accurate



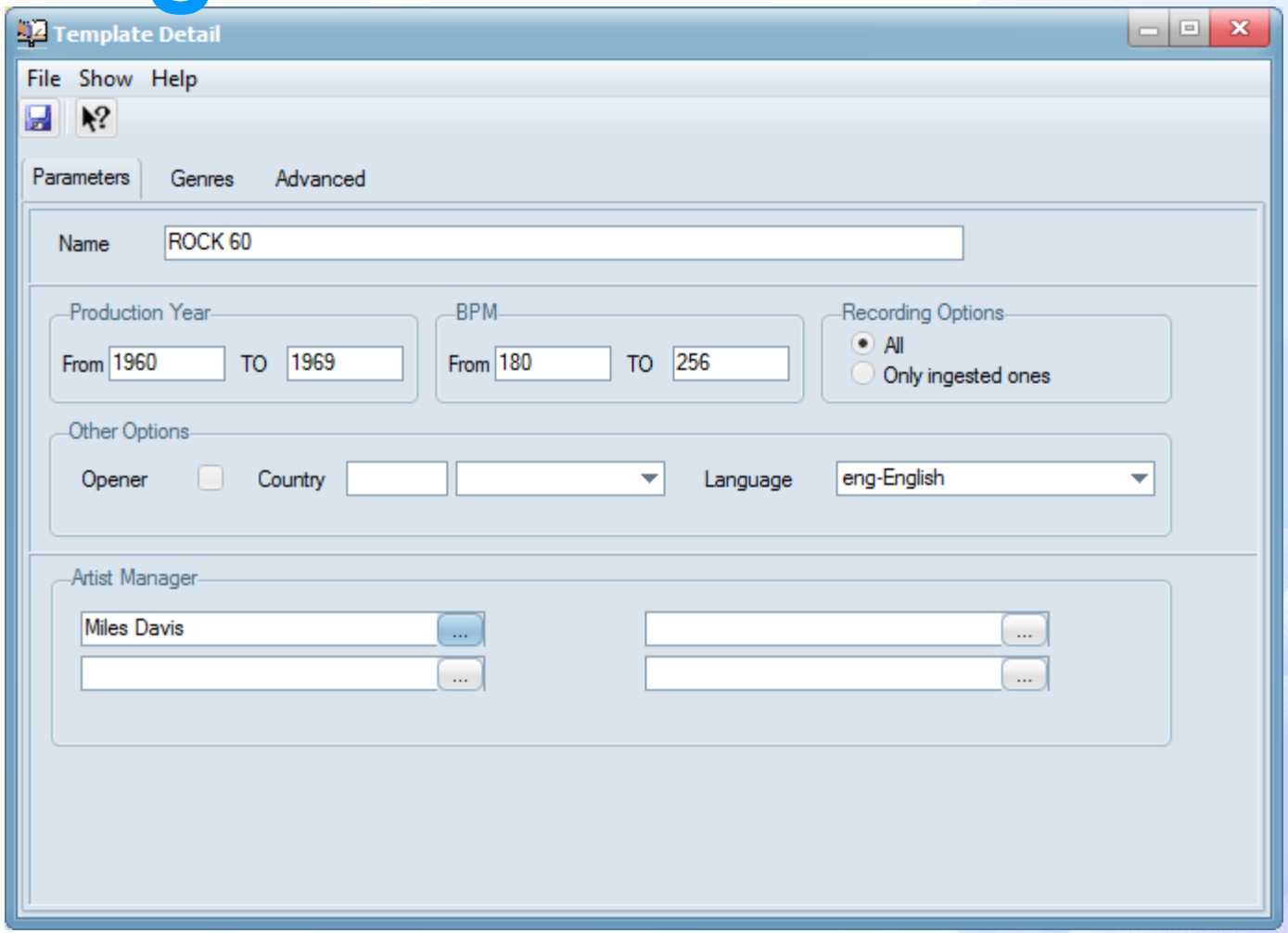
Music Genres



Music Data


Media Library
File Tools Show Utilities ?
CHANNEL 1
ID 42 Code A PERFECT DAY Title A Perfect Day
Search General Data Properties Media Workflow Secondary Events Metadata Rights management Tapeless reception TechnicalData
Secondary Events
Music Data
Initial Jingle ICE_AGE_SCRAT
B.P.M. 180
Distance between repetitions (in min) 10
Artist Data
Voice NO
Opener
Language eng-English
CG/Crawl/Logo Event type Audio Over Dsk Icon/color Notes Audio
ETX LOGO ETX LOGO ETX LOGO ETX LOGO STMAN
Text
Logo 0
CG Template 0
Logo effect Off
Repeat No. 0
Repeat Rate 0
Start (mmmm:ss.ff) 0000:00.00
Duration (mmmm:ss.ff) 0000:00.00
Activate
Commercials

Integrated Music Formats

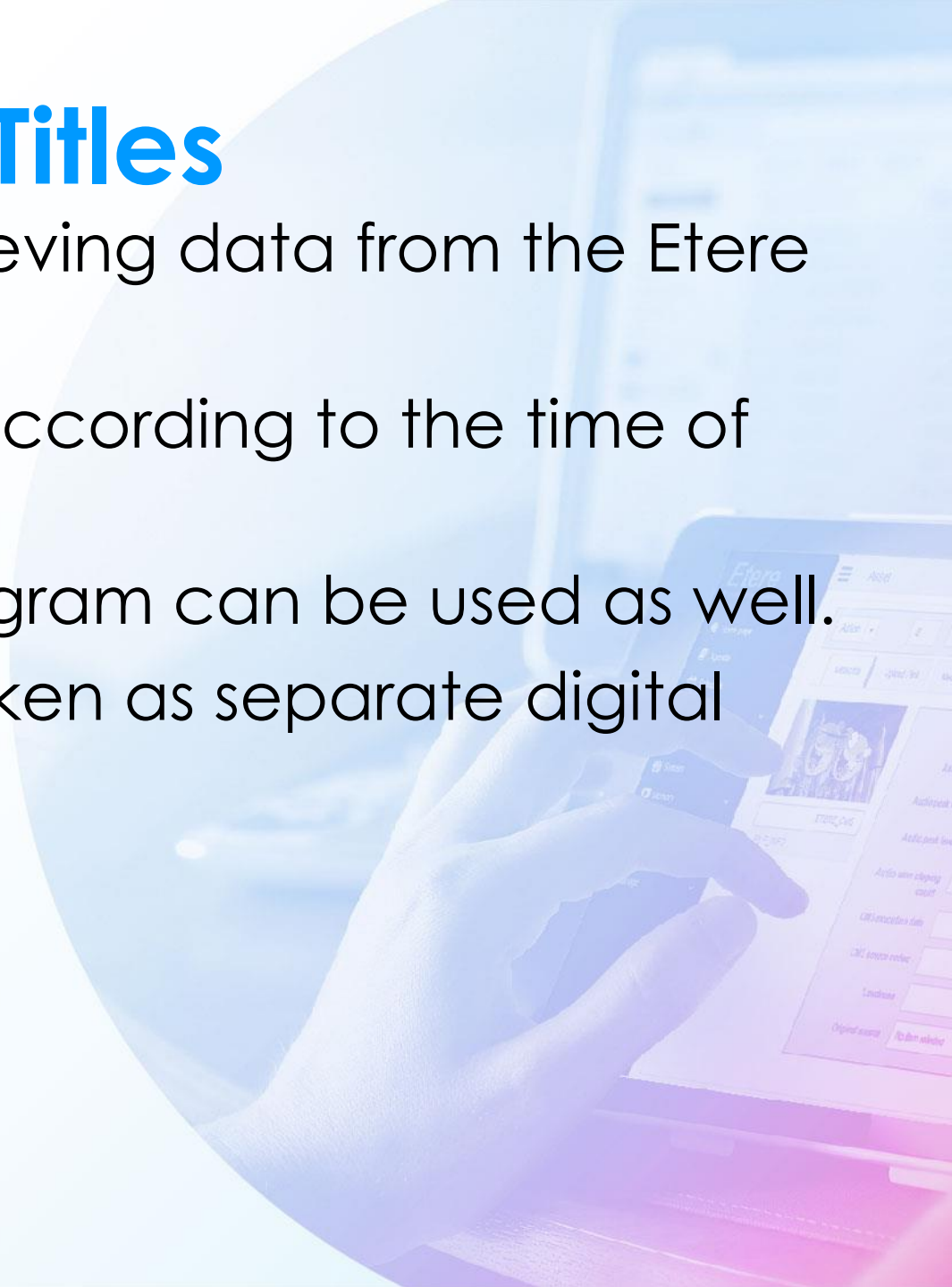


Etere
a consistent system

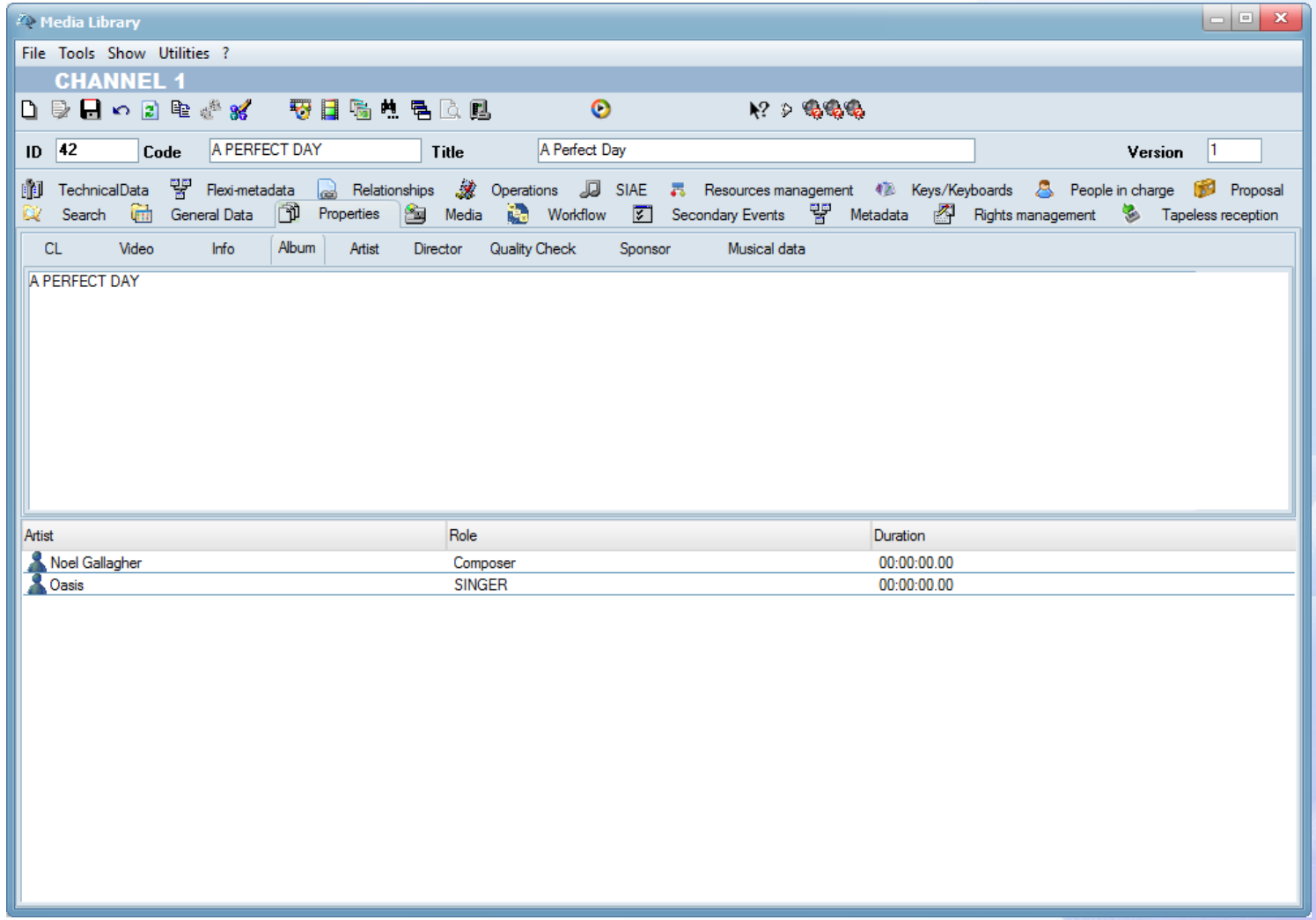
Integrated Song Titles

Integrated Titles

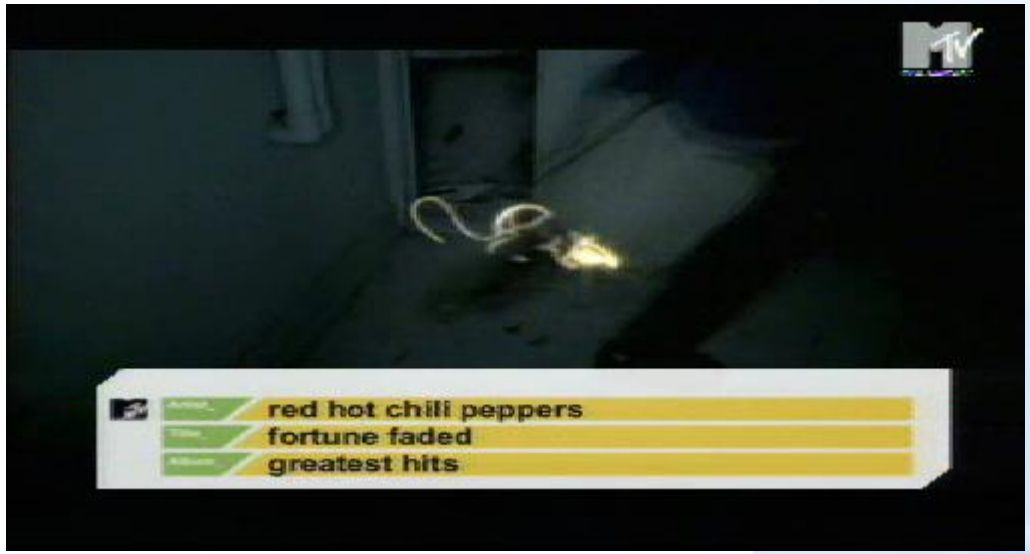
- Etere controls the movie titling retrieving data from the Etere database
- Different templates can be used, according to the time of the day
- Special templates related to a program can be used as well.
- Video clips and titles are always taken as separate digital information



Database

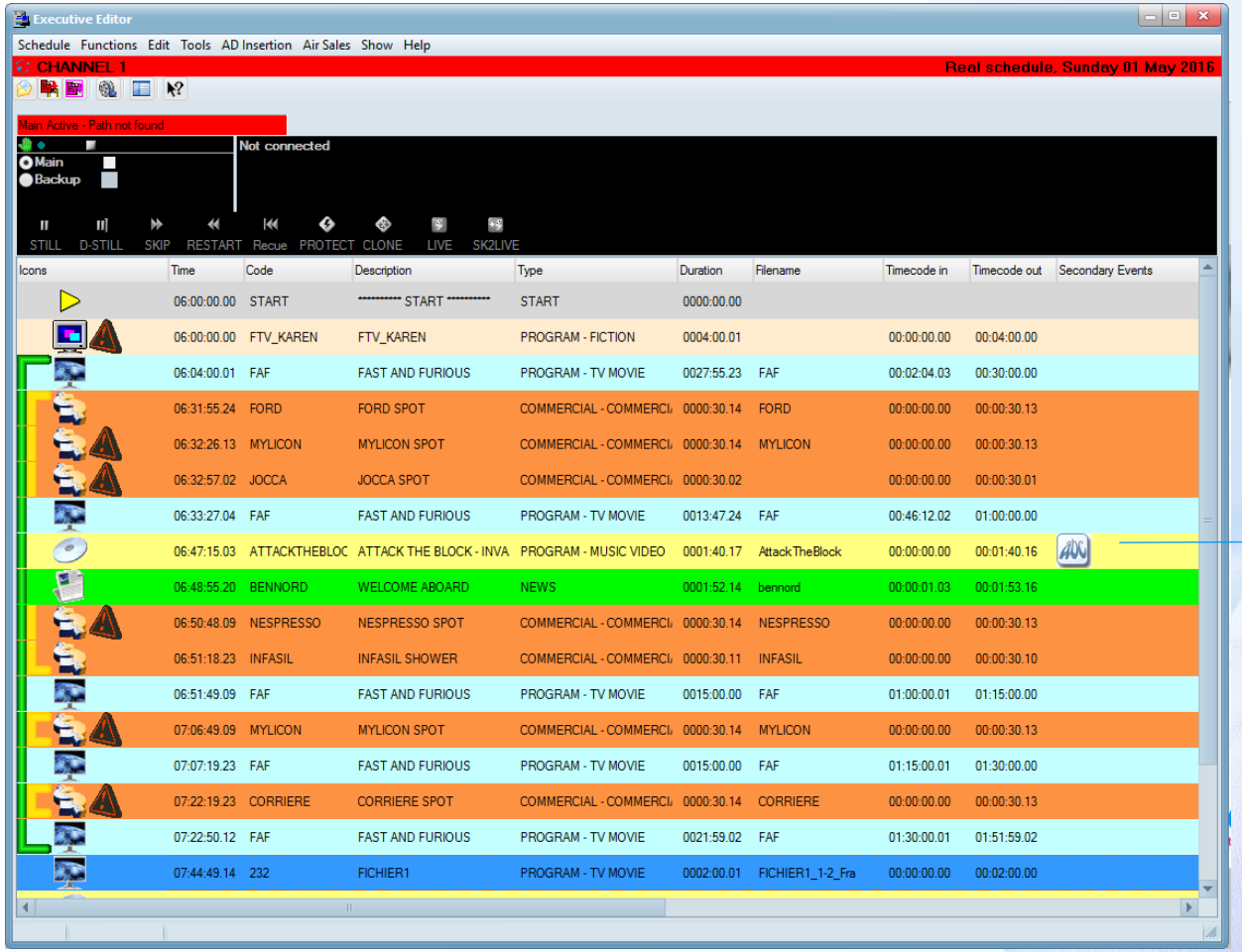

Media Library
File Tools Show Utilities ?
CHANNEL 1
ID 42 Code A PERFECT DAY Title A Perfect Day Version 1
TechnicalData Flexi-metadata Relationships Operations SIAE Resources management Keys/Keyboards People in charge Proposal
Search General Data Properties Media Workflow Secondary Events Metadata Rights management Tapeless reception
CL Video Info Album Artist Director Quality Check Sponsor Musical data
A PERFECT DAY
Artist Role Duration
Noel Gallagher Composer 00:00:00.00
Oasis SINGER 00:00:00.00

Titles – Samples 1



Titles – Sample 2

Activation of Special Title Format



Special activation

Etere
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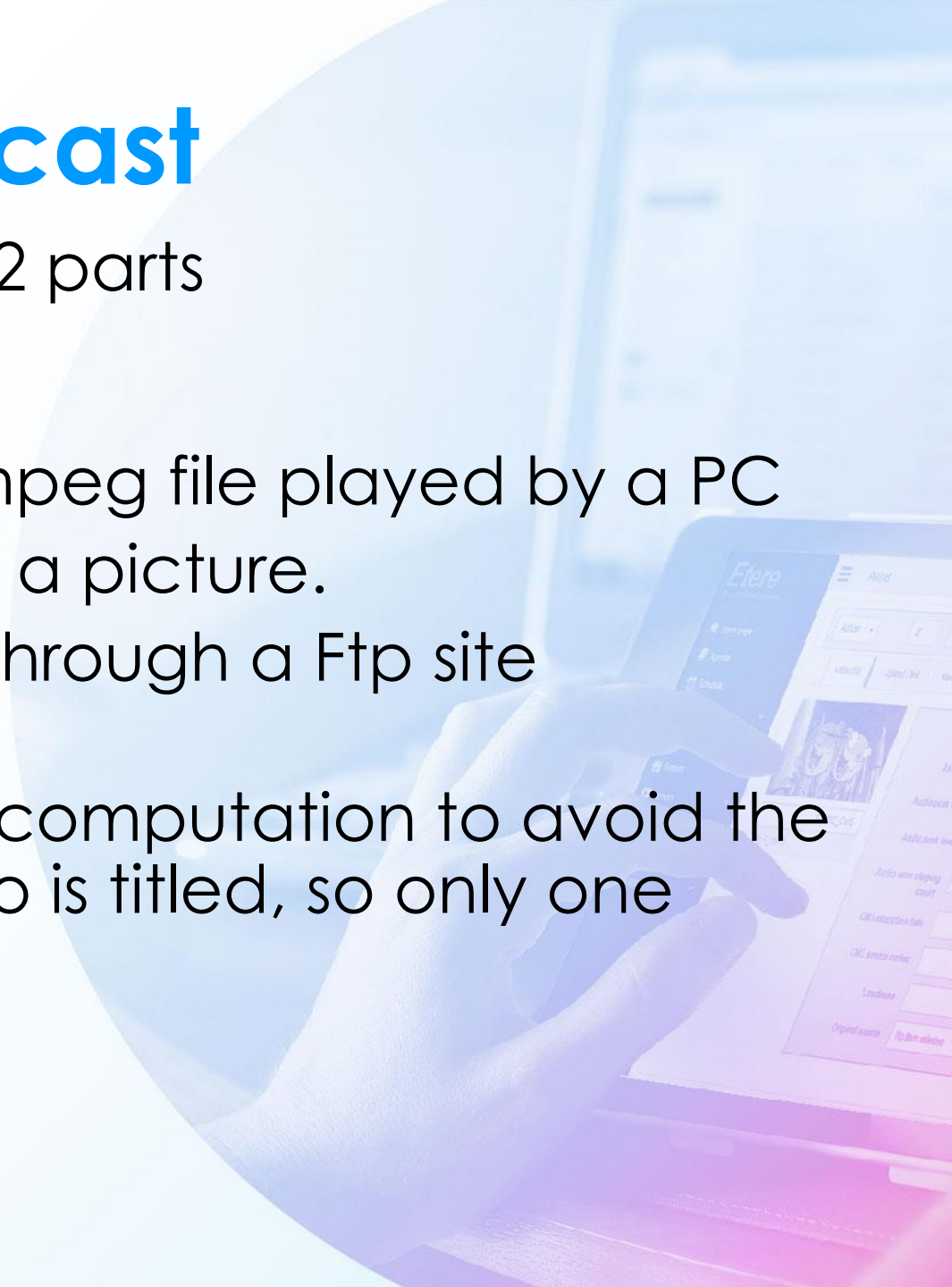
SMS Broadcast

SMS Broadcast

- The SMS broadcast is divided into 2 parts
  - SMS messages during video clip breaks
  - SMS messages meanwhile the clip runs
- The video message arrive with a mpeg file played by a PC
- The txt message can contain also a picture.
- All the messages arrive as xml file through a Ftp site protected by a firewall
- Etere STMAN make the necessary computation to avoid the SMS broadcasting during the video is titled, so only one graphic device is required.

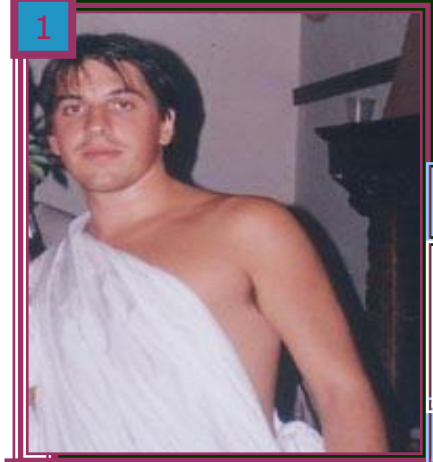


SMS Sample with Picture

MTV
MUSIC TELEVISION
Nick: alexdelarge
Testo testo testo

Video Message

1



Star of the Day 2

Sei iscritto a MtvClub? Puoi chattare con questo MtvClubber. Manda un Sms al 48468 con: chat entra. P 3
manda un Sms con: chat, seguito dal suo nick. Info a p.400 del Teletext di Mtv

Per iscriverti a MtvClub, manda un Sms 4

nick: **alexdelarge**
eta': **25**
dove abito: **Veneto**
passioni: **cucina, cinema, libri e fumetti**
genere musicale: **alternative rock**
artista preferito: **Velvet Underground**
segni particolari: **ho 3 capezzoli**
parola chiave: **idiozia**

5

Costo Sms iscrizione: 0,5 €. Per tutti i costi, p. 400 del Teletex 6

Etere
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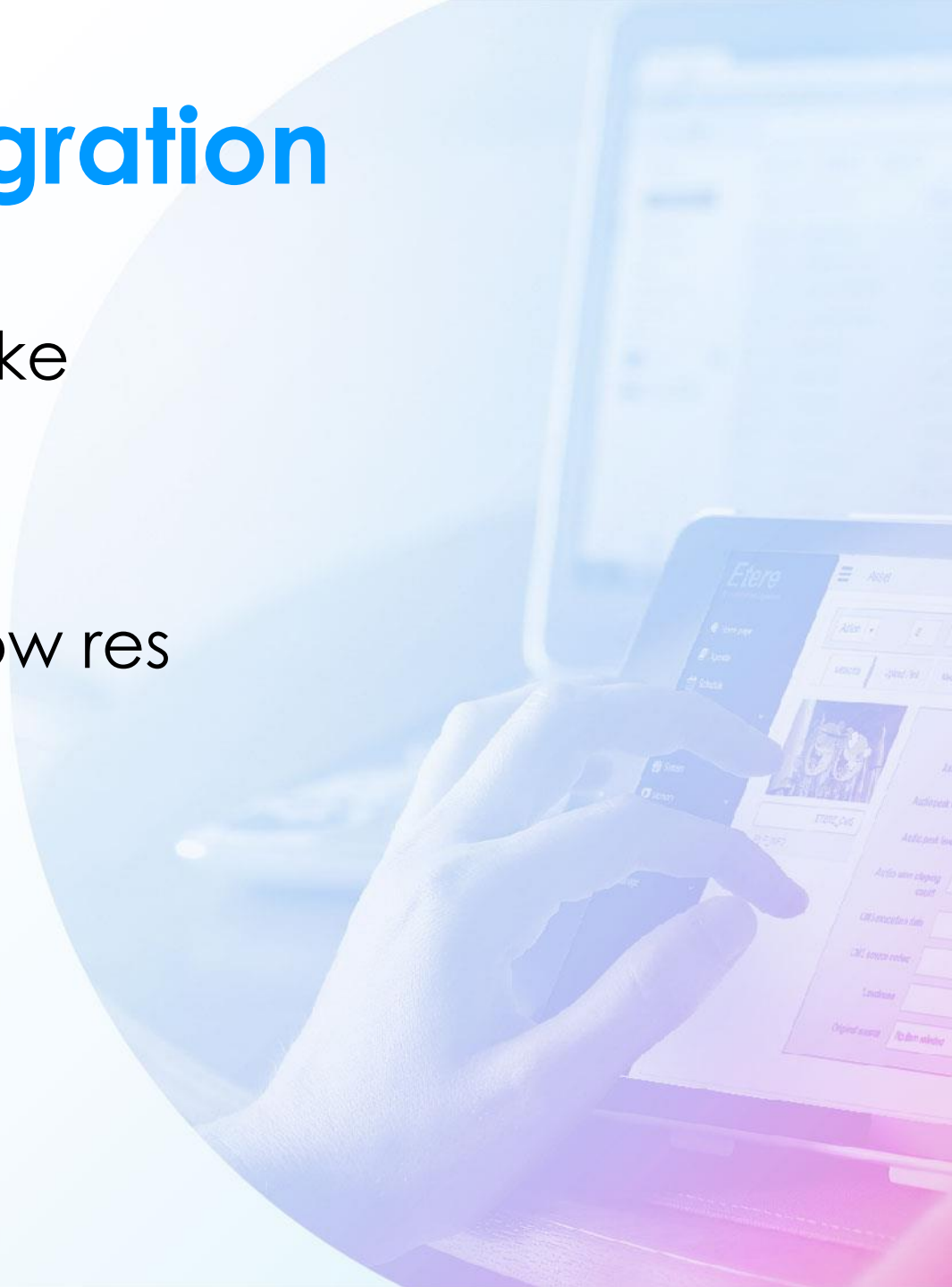
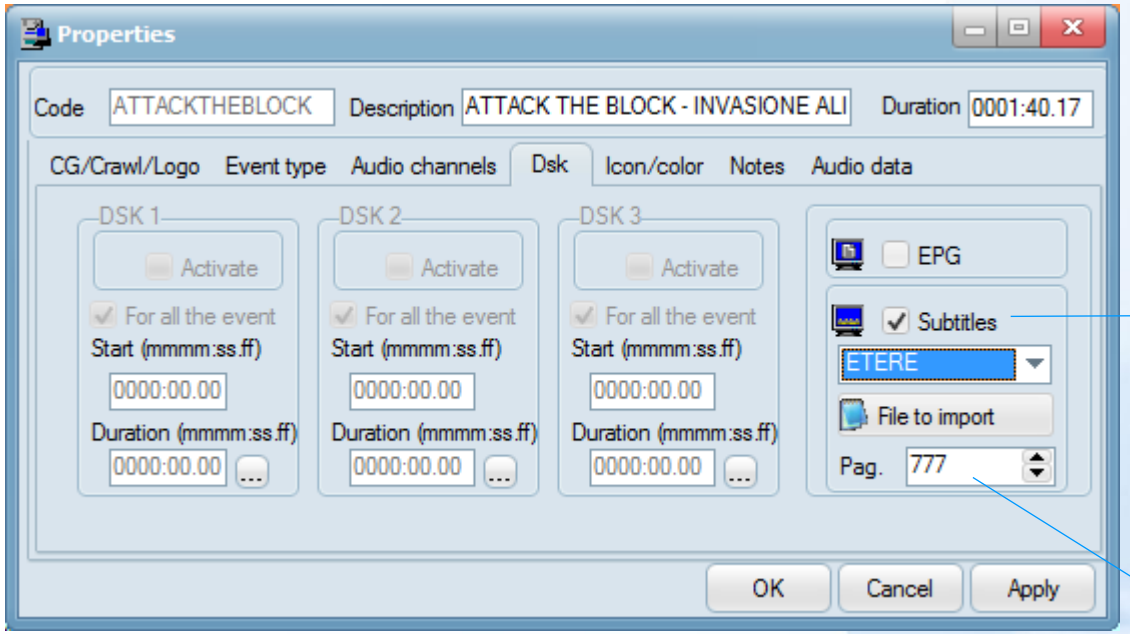
Karaoke Integration

Karaoke Integration

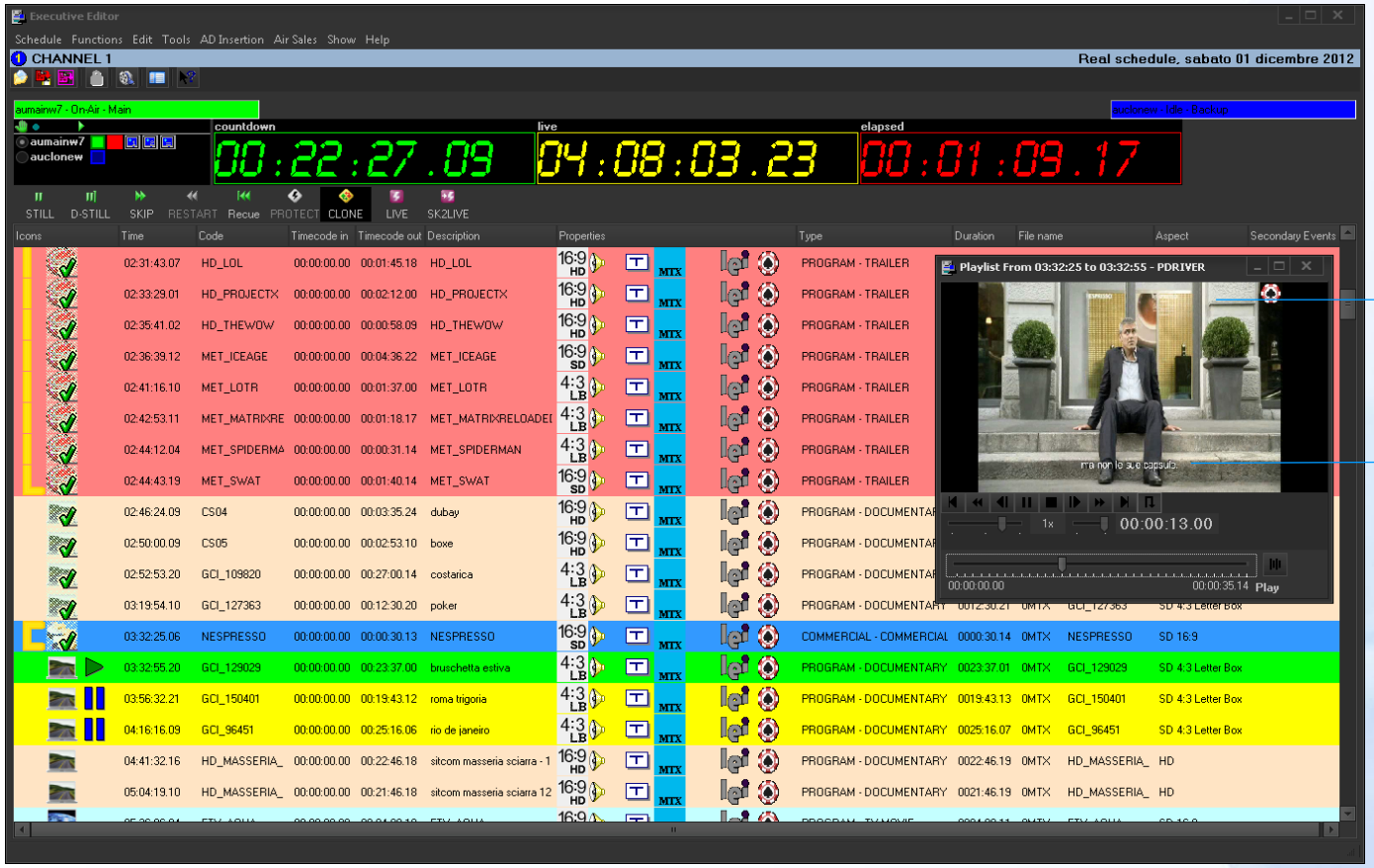
- ETERE can manage Subtitles/karaoke
- ETERE handles the subtitle file
- Etere controls the CG for playout
- Etere allow to preview subtitles in low res



Subtitle Management



Subtitle Presence

Subtitle Style

Subtitle Preview